IN THE CLAIMS

1.   (Previously Presented)   A system for transmitting a program containing content including a plurality of media objects, wherein a portion of the plurality of media objects is targeted to at least two user audiences, comprising:

a source of the plurality of media objects, the plurality of media objects including a plurality of background media objects and a plurality of targeted media objects; and

a transmitting system in communication with the source of the plurality of media objects, the transmitting system configured to transmit a programming signal that comprises,

a portion of the plurality of background media objects to be presented at an instance in the program to the at least two user audiences, and

a portion of the plurality of targeted media objects to be presented at the instance in the program, the portion of the plurality of targeted media objects including a first media object to be targeted to a first user audience and a second media object to be targeted to a second user audience.

2.   (Previously Presented) The system of claim 1, wherein the at least two user audiences are based on a plurality of user profiles, each user profile is based upon information selected from the group consisting of: response by a user to a survey, demographic information, user viewing habits, selection of a media object by a user during a programming signal, purchase behavior, a compilation of viewing habits from at least two users, statistical information, and regional information.

3.   (Previously Presented) The system of claim 2, wherein the each user profile is generated by a user profiling system co-located with the transmitting system.

4.   (Original) The system of claim 1, wherein the programming signal further comprises a signal in a form selected from the group consisting of: a video signal, an audio signal, a

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combined audio and video signal, animation, text, graphics, multimedia, slow frame video, video stills, sequence of individual frames, virtual reality, live, pre-recorded, natural, synthetic, combined natural and synthetic, and computer generated content.

5.   (Original) The system of claim 1, wherein the programming signal is transmitted by the transmitting system to a receiving system via a transmission medium selected from the group consisting of: broadcast, microwave, millimeter wave, wireless, wireline, satellite, cable, and fiber optics.

6.   (Previously Presented) The system of claim 1, wherein the plurality of media objects is received by an input port in communication with the transmitting system over a transmission medium selected from the group consisting of: broadcast, wireless, wireline, microwave, millimeter wave, satellite, cable, and fiber optics.

7.   (Original) The system of claim 1, wherein the transmitting system further comprises a wireless system selected from the group consisting of: television broadcasting system, radio broadcasting system, microwave systems, millimeter wave systems, infrared systems, wireless telecommunications system, and a satellite broadcasting system.

8.   (Original) The system of claim 1, wherein the transmitting system further comprises a wired system utilizing a communications medium selected from the group consisting of: cable, coaxial cable, twisted pair cable, fiber-optic cable, telephone cable, and closed circuit cable.

9.   (Previously Presented) The system of claim 1, wherein an input port in communication with the transmitting system receives the plurality of media objects via a stand-alone system from a data storage medium selected from the group consisting of: compact disc, digital versatile disc, video tape, gaming cartridge, memory stick, magnetic storage medium, optical storage medium, Flash memory, random access memory, and read only memory.

10.   (Previously Presented) The system of claim 1, wherein the transmitting system transmits the programming signal via at least one network selected from the group consisting of: the Internet, intranet, private network, wired network, ATM network, wireless network, wide area network, local area network, and a public network.

11.   (Previously Presented) The system of claim 10, wherein the programming signal is streamed over the network.

12.   (Previously Presented) The system of claim 1, wherein the plurality of media objects is transmitted in a format selected from the group consisting of: MPEG-1, MPEG-2, MPEG-4, MPEG-7, JPEG motion JPEG, GIFs, QuickTime, ActiveMovie, DVI, and Indeo.

13.   (Original) The system of claim 1, wherein the transmitting system utilizes a transmission protocol selected from the group consisting of: RTP, UDP, TCP/IP, and ATM to transmit the programming signal.

14.   (Original) The system of claim 1, wherein the programming signal includes at least one media object containing content related to at least one program type selected from the group consisting of: news program, sports program, virtual reality program, entertainment program, music video, game show program, motion picture program, video program, live program, audio program, polling question, educational program, non-commercial program, and a pre-recorded program.

15.   (Original) The system of claim 1, wherein the programming signal includes at least one media object containing advertising related content.

16.   (Previously Presented) The system of claim 1, wherein the transmitting system receives the first media object and the second media object from an input port in communication with the transmitting system, combines the first media object and the second media object into a composite programming signal and transmits the composite programming signal, whereupon

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receiving the composite programming signal a receiving system selects one of the first media object and the second media object based upon a user profile.

17-25. (Canceled)

26.   (Previously Presented) A system for transmitting a program containing content including a plurality of media objects, wherein a portion of the plurality of media objects is targeted to at least two user audiences, comprising:

        a source of the plurality of media objects, the plurality of media objects including a plurality of background media objects and a plurality of targeted media objects;

        a transmitting system in communication with the source of the plurality of media objects, the transmitting system configured to transmit a programming signal that comprises,

                a portion of the plurality of background media objects to be presented at an instance in the program to the at least two user audiences, and

                a portion of the plurality of targeted media objects to be presented at the instance in the program, the portion of the plurality of targeted media objects including a first media object to be targeted to a first user audience and a second media object to be targeted to a second user audience; and

        a receiving system in communication with the transmitting system, the receiving system configured to:

                receive the programming signal;

                select at least one of the first media object targeted to the first user audience or the second media object targeted to the second user audience from the programming signal based on a user profile; and

                output the portion of the plurality of background media objects and the at least one of the first media object or the second media object to a presentation system.

27.   (Previously Presented) The system of claim 26, wherein the first media object contains content targeted to a first user profile, and the second media object contains content targeted to a second user profile.

28.   (Previously Presented) The system of claim 26, wherein the first media object and the
second media object both contain content targeted to a first user profile.

29.   (Original) The system of claim 26, wherein the user profile is based upon information
selected from the group consisting of: response by a user to a survey, demographic information,
user viewing habits, purchase behavior, statistical information, selection of a media object by a
user during a programming signal, and regional information.

30.   (Original) The system of claim 26, wherein the programming signal further comprises a
signal in a form selected from the group consisting of: a video signal, an audio signal, a
combined audio and video signal, animation, text, graphics, multimedia, slow frame video, video
stills, sequence of individual frames, virtual reality, live, pre-recorded, natural, synthetic,
combined natural and synthetic, and computer generated content.

31.   (Original) The system of claim 26, wherein the programming signal is transmitted by the
transmitting system to the receiving system via a transmission medium selected from the group
consisting of: broadcast, wireless, wireline, microwave, millimeter wave, satellite, cable, and
fiber optics.

32.   (Previously Presented) The system of claim 26, wherein an input port in communication
with the transmitting system receives at least one of the plurality of media objects via a stand-
alone system from a data storage medium selected from the group consisting of: compact disc,
digital versatile disc, video tape, gaming cartridge, memory stick, magnetic storage medium,
optical storage medium, Flash memory, random access memory, and read only memory.

33.   (Previously Presented) The system of claim 26, wherein at least one of the plurality of
media objects contain content related to at least one program type selected from the group
consisting of: news program, sports program, virtual reality program, entertainment program,
music video, game show program, motion picture program, educational program, video program,

live program, audio program, polling question, non-commercial program, and a pre-recorded program.

34.   (Previously Presented) The system of claim 26, wherein at least one of the plurality of media objects contain advertising related content.

35-51   (Cancelled)

52.   (Previously Presented) A method for transmitting a program containing content including a plurality of media objects, wherein a portion of the plurality of media objects is targeted to at least two user profiles, comprising:

    obtaining the plurality of media objects that includes a plurality of background media objects and a plurality of targeted media objects; and

        transmitting a programming signal that comprises,

            a portion of the plurality of background media objects to be presented at an instance in the program to the at least two user profiles, and

            a portion of the plurality of targeted media objects to be presented at the instance in the program, the portion of the plurality of targeted media objects including a first media object to be targeted to a first user profile and a second media object to be targeted to a second user profile.

53.   (Previously Presented) The method of claim 52, wherein the plurality of media objects further comprises content in a form selected from the group consisting of: a video signal, an audio signal, a combined audio and video signal, animation, text, graphics, multimedia, slow frame video, video stills, sequence of individual frames, virtual reality data, live data, pre-recorded data, natural data, synthetic data, combined natural and synthetic data, and computer generated data.

54.   (Previously Presented) The method of claim 52, wherein the plurality of media objects is in a format selected from the group consisting of: MPEG-1, MPEG-2, MPEG-4, MPEG-7, JPEG, motion JPEG, GIFs, QuickTime, ActiveMovie, DVI, and Indeo.

55.   (Previously Presented) The method of claim 52, wherein the programming signal is transmitted via a transmission medium selected from the group consisting of: the broadcast, a wireless, satellite, cable, and fiber optics.

56.   (Previously Presented) The method of claim 52, wherein the plurality of media objects contains content which relates to at least one program type selected from the group consisting of: news program, sports program, entertainment program, music video, game show program, motion picture program, video program, live program, audio program, non-commercial program, a polling question, and a pre-recorded program.

57.   (Previously Presented) The method of claim 52, wherein the plurality of media objects contains advertising related content.

58.   (Previously Presented) The method of claim 52, wherein the method further comprises:
          establishing a chat interface between a user and a system transmitting the programming signal, wherein the chat interface utilizes at least one media object from the plurality of media objects to facilitate communications.

59.   (Previously Presented) The method of claim 52, wherein the method further comprises:
          establishing an electronic mail interface between a user and at a system transmitting the programming signal, wherein the electronic mail interface utilizes at least one media object from the plurality of media objects to facilitate communications.

60.   (Previously Presented) The method of claim 52, further comprising:
          identifying at least one of the first user profile or the second user profile; and

identifying at least one user audience associated with the at least one of the first

user profile or the second user profile,

wherein the programming signal is transmitted to the at least one user audience

associated with the at least one of the first user profile or the second user profile.

61.   (Previously Presented) The method of claim 52, wherein the identifying of the at least

one of the first user profile or the second user profile further comprises:

obtaining user information; and

compiling the user information into the at least one of the first user profile or the second

user profile.

62.   (Original) The method of claim 61, wherein the user information is obtained from at least

one source selected from the group consisting of: responses to a survey, demographic

information, regional information, user viewing habits, user purchase behavior, statistical

information, and user selections of media objects during a programming signal.

63.   (Previously Presented) The method of claim 52, wherein the identifying of the at least

one of the first user profile or the second user profile is accomplished by a receiving system.

64.   (Previously Presented) The method of claim 52, wherein the method further comprises

storing the plurality of media objects in a data storage device and retrieving the plurality of

media objects from the data storage device at a designated time for transmitting the plurality of

media objects in the programming signal.

65.   (Previously Presented) The method of claim 64, wherein the data storage device is at

least one selected from the group consisting of: compact disc, digital versatile disc, video tape,

gaming cartridge, memory stick, magnetic storage medium, optical storage medium, random

access memory, Flash memory, and read only memory.

66-197.   (Canceled)

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198.   (Previously Presented) The system of claim 52, wherein whereupon receipt of the programming signal, the portion of the plurality of background media objects and the at least one of the first media object or the second media object being presented to a user audience associated with the at least one of the first user profile or the second user profile.

199-200.   (Canceled)